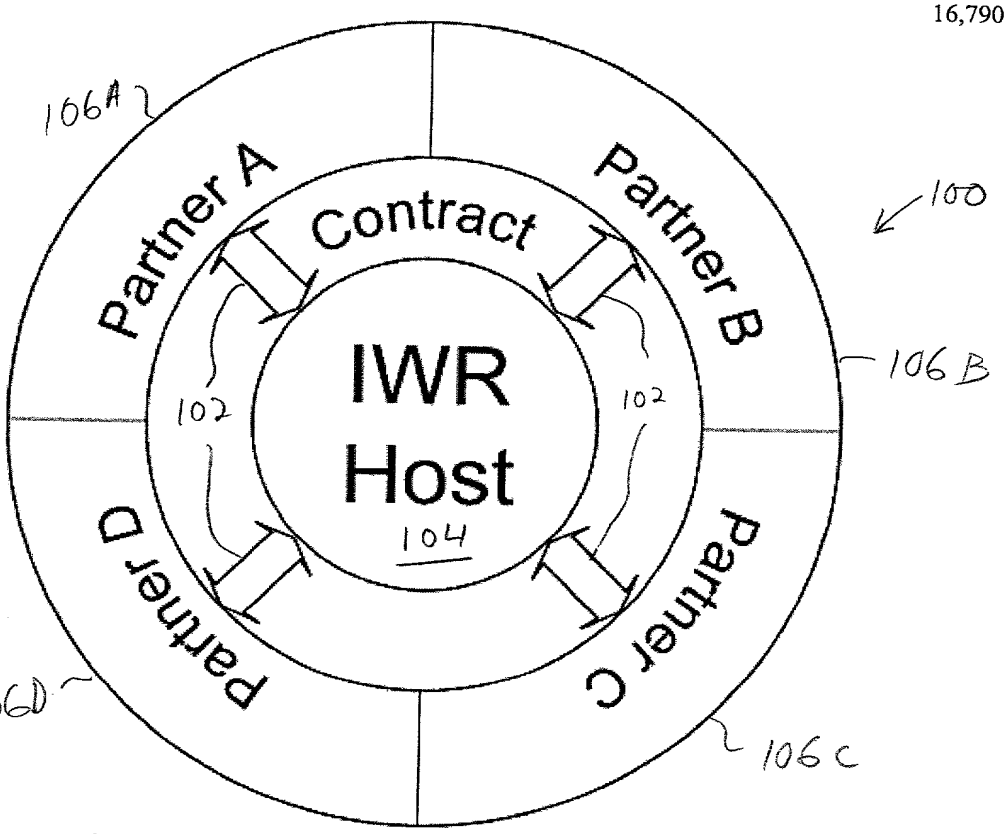

106A
Partner A
Contract
Partner B
100
IWR
Host
104
102
102
106B
Partner D
Partner C
106D
106C

FIGURE 1

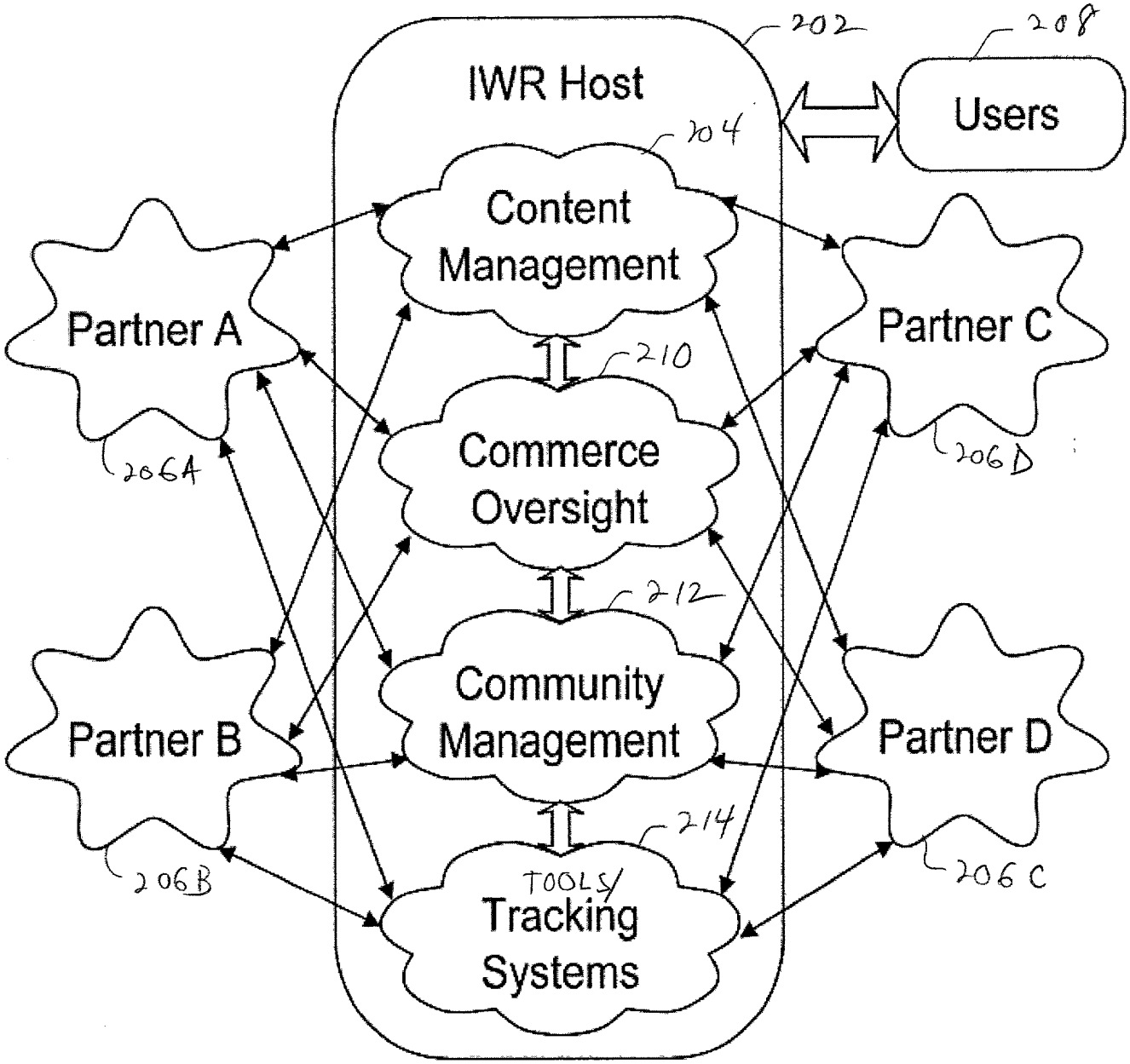

202
208
IWR Host
Users
204
Content Management
Partner A
Partner C
210
Commerce Oversight
206A
206D
212
Community Management
Partner B
Partner D
214
TOOLS/
Tracking Systems
206B
206C

FIGURE 2

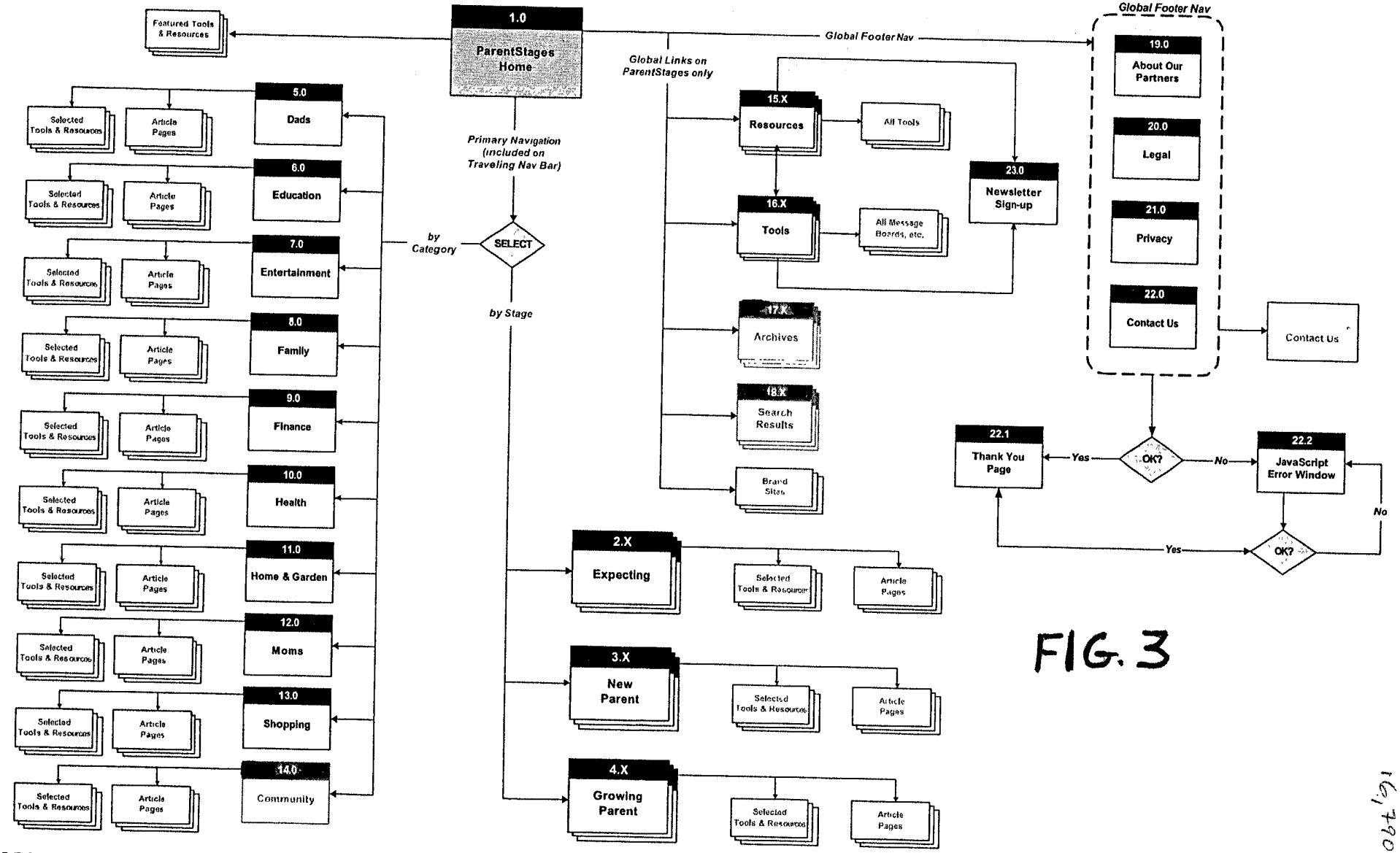
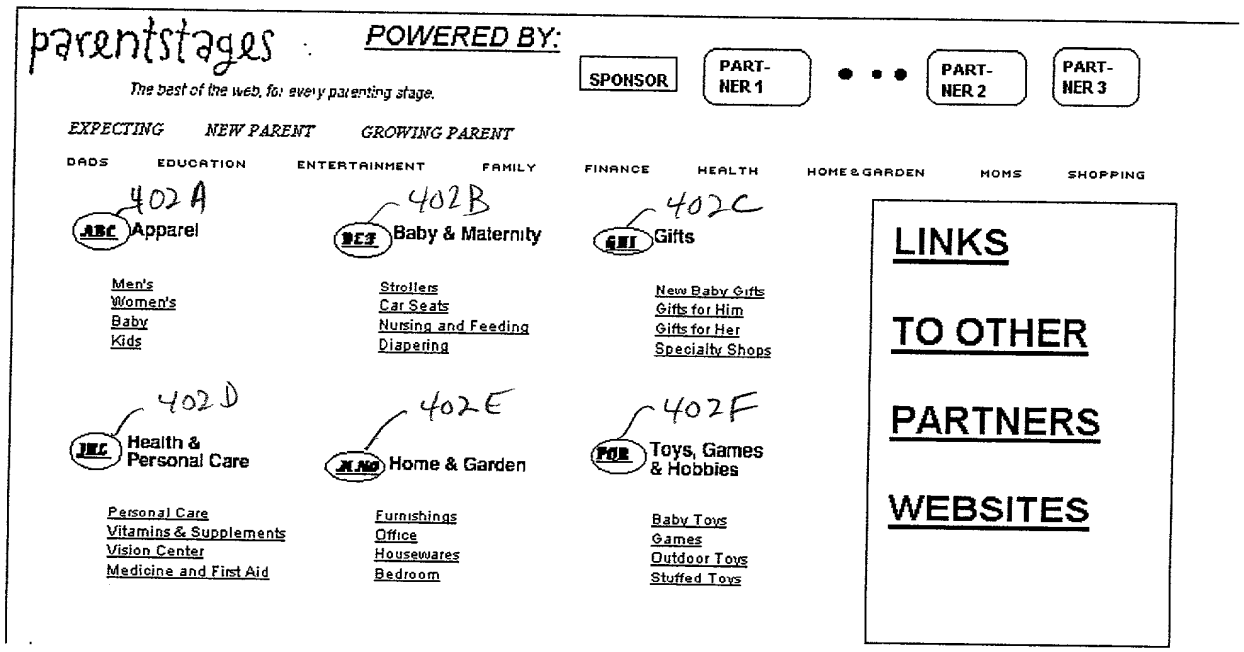

1.0
ParentStages Home
Featured Tools & Resources
Global Footer Nav
Global Links on ParentStages only
Primary Navigation (included on Traveling Nav Bar)
by Category
SELECT
by Stage
5.0 Dads
6.0 Education
7.0 Entertainment
8.0 Family
9.0 Finance
10.0 Health
11.0 Home & Garden
12.0 Moms
13.0 Shopping
14.0 Community
Selected Tools & Resources
Article Pages
15.X Resources
All Tools
16.X Tools
All Message Boards, etc.
17.X Archives
18.X Search Results
Brand Sites
23.0 Newsletter Sign-up
19.0 About Our Partners
20.0 Legal
21.0 Privacy
22.0 Contact Us
Contact Us
22.1 Thank You Page
Yes
OK?
No
22.2 JavaScript Error Window
2.X Expecting
3.X New Parent
4.X Growing Parent

FIG. 3

3/4

FIGURE 4


parentstages
POWERED BY:
The best of the web, for every parenting stage.
SPONSOR
PART-NER 1
PART-NER 2
PART-NER 3
EXPECTING
NEW PARENT
GROWING PARENT
DADS
EDUCATION
ENTERTAINMENT
FAMILY
FINANCE
HEALTH
HOME & GARDEN
MOMS
SHOPPING
402A
Apparel
Men's
Women's
Baby
Kids
402B
Baby & Maternity
Strollers
Car Seats
Nursing and Feeding
Diapering
402C
Gifts
New Baby Gifts
Gifts for Him
Gifts for Her
Specialty Shops
402D
Health & Personal Care
Personal Care
Vitamins & Supplements
Vision Center
Medicine and First Aid
402E
Home & Garden
Furnishings
Office
Housewares
Bedroom
402F
Toys, Games & Hobbies
Baby Toys
Games
Outdoor Toys
Stuffed Toys
LINKS TO OTHER PARTNERS WEBSITES